

GOVERNORS STATE UNIVERSITY
DIVISION OF LIBERAL ARTS
COURSE SYLLABUS

Index #: MCOM 420

Course Title: Media & Society: A Critical View

Instructor: Eli Segal, E2566, (708) 534-4084
Office Hours: Wednesdays & Thursdays,
confirmed appointments suggested

Credits: 3

Trimester: Fall, 1999

Description: Surveys the development and influence of the mass media, including print, broadcasting and film. Examines psychological, social, cultural, political and economic impact of mass media. The internet and digital technologies are covered.

Intended Audience: Required of Communication and Media Communication students; of interest to all.

Text: THE MEDIA OF MASS COMMUNICATION, 5th edition, by John Vivian, 1998, Allyn & Bacon

Expected Student Outcomes: An awareness of and sensitivity to the ways that the mass media manipulate their consumers; an understanding of the variety of motivating forces in the businesses of publishing, motion pictures and the electronic media.

Activities: Lecture, discussion, readings, demonstration and research.

Objectives:

1. To identify and differentiate the form, content and consequences of the mass media
2. To understand their origins and development
3. To understand their purpose in maintaining the status quo, preventing class warfare and promoting the consumption of goods
4. To examine relationships between the media and popular culture
5. To look ahead at emerging technologies



(more)

Evalutaion: Students are expected to attend class, participate in discussion and prepare reading and other assignments in a timely manner. There is an 8 to 10 page research paper, the topic to be approved by the instructor. There will be a midterm, final exam and occasional in-class writing assignments.

Class participation	40% of final grade
Paper	20%
Midterm	20%
Final	20%

90-100%=A, 80-89%=B, 70-79%=C, 65-69%=D,
Below 65%=F

Course
Calendar: Attached

ALL STUDENTS NOTE THE FOLLOWING

1. If there is any factor that you believe will have a significant effect on your performance in this class, it is your responsibility to make this known to the instructor at the beginning of the course.
2. This is not a correspondence course. You will note (under 'Evaluation,' above) that preparation and participation in a timely manner comprise 40% of your final grade. The Course Calendar lets you know, from the very first day, when assignments are due. There are, therefore, few legitimate excuses for late assignments. Consequently, unexcused late work will receive a grade penalty.
3. The grade of Incomplete is not something elected by the student. It may be awarded by the faculty member in unusual circumstances. Please be advised that this faculty member does not plan on giving any 'I' grades (see '2,' above).
4. Certain class sessions in this course contain references (graphic and verbal) to explicit adult sexual behavior. These sessions will be appropriately identified before they occur. Students who find such material offensive will be excused from that particular part of the class session. They will not be examined on the material or penalized in any way. Any concerns students may have in this regard should be discussed with the instructor in advance.

(more)

MCOM 420
Media & Society
Course Calendar
Fall, 1999

Class Meets: Thursdays, 12:30-3:20PM

9/2 Introduction
9/9 Vivian: 3-83; mass media, books, magazines * Assign TV Logs
9/16 Vivian: 83-165; newspapers, records, movies *
9/23 Vivian: 165-225; radio, tv
9/30 Vivian: 225-255; the web **TV LOGS DUE**
10/7 Vivian: 255-315; journalism, public relations
10/14 Midterm Exam **PAPER TOPICS DUE** Student Conferences
10/21 Vivian: 315-365; advertising *, media research
10/28 Vivian: 365-411; mass communication, media effects
11/4 Vivian: 411-465; media & society, media & governance
11/11 Vivian: 465-508; media law, ethics
11/18 Work on papers
11/25 Thanksgiving Holiday
12/2 Papers Due - Regular Class Session **
12/9 Final Exam

* Adult Sexual References

** Papers Due At Beginning Of Class. Late Submissions Will
Receive A Grade Penalty